

Department	International College of Liberal Arts		
Semester	Spring 2026	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	PSYC/ECON349		
Course Title	Consumer Psychology		
Prerequisites	PSYC201 Social Psychology		
Course Instructor	LAW Wai Him Crystal	Year Available (Grade Level)	3
Subject Area	Psychology	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	This course draws on theories and concepts of psychology to understanding consumers behaviour, ranging from the purchase of goods and services to reactions and preferences to marketing actions. Emphasis will be on the thought and emotions underlying consumer decisions, and the influence of internal (personal) and external (social and cultural) factors in shaping consumer behaviour. The course will also highlight on the role of modern technology and make use of up-to-date examples from global cultures that are relevant to students' lives.
Class plan based on course evaluation from previous academic year	The syllabus is subject to annual review and revision to incorporate insights and feedback from the previous year's course evaluations.
Course related to the instructor's practical experience (Summary of experience)	Not applicable
Learning Goals	By the end of the module, students should be able to: <ul style="list-style-type: none"> ·Communicate consumer psychology theories and concepts effectively in oral and written form. ·Critically evaluate consumer psychology research and its implications for decision-making. ·Analyze cultural differences in consumer behaviour and apply a global perspective. ·Work collaboratively to apply consumer psychology principles to real-world business contexts. ·Critically evaluate firms' marketing actions from a psychology perspective.

iCLA Diploma Policy	DP1/DP2/DP3
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iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Flipped Classroom/Discussion, Debate/Group Work/Presentation				
More details/supplemental information on Active Learning Methods	Not applicable				
Use of ICT	Google form, Google classroom				
Contents of class preparation and review	<ul style="list-style-type: none"> ·Students must complete the recommended readings provided by instructors. ·Exams will draw from lecture slides, class activities and class material. ·Attendance is crucial, and taking notes and engaging in class activities are key parts of preparation for exams. ·Review all class content post-lecture to prepare effectively. 	Hours expected to be spent preparing for class (hours per week)	3 hours	Hours expected to be spent on class review (hours per week)	3 hours
Feedback Methods	(1) Correct answers to the exams will be discussed in class. (2) Feedforward and feedback for report and presentation (3) Any additional comment or advice will be given as requested. Students should arrange individual meetings with the instructor.				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Midterm Exam	35%	
Final Exam	35%	
Group presentation	20%	
Class participation	10%	

Required Textbook(s)	Lecture notes
Other Reading Materials/URL	<ul style="list-style-type: none"> · Consumer Psychology: Theories and Applications, 1st edition, Published by SAGE Publications Ltd (2023); Author: Hazel Huang (only supplementary, exams are all based on content covered in lectures) · URLs to supplementary materials will be provided throughout the course as lessons are introduced.

Plagiarism Policy	<p>Students are expected to maintain academic integrity and to follow the university's academic integrity policy. Any form of academic dishonesty, including plagiarism, cheating, or fabrication of data, will not be tolerated and may result in disciplinary action.</p> <p>Use of ChatGPT and AI tools is allowed with proper citation unless otherwise specified, else it's academic misconduct. Guidelines for citations will be provided by the course lecturer. Students who are found to have violated this rule will receive a grade of 0 for the assignment/presentation and may face further disciplinary action.</p>
Other Additional Notes (Outline crucial policies and info not mentioned above)	Not applicable

(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	Week 1: Introduction to Consumer Psychology ·Course overview and assessment details
Class 2	Week 1: Introduction to Consumer Psychology ·Development and history of consumer psychology
Class 3	Week 2: Consumer Knowledge I - Memory Systems ·Multi-store memory model: Sensory, short-term, and long-term memory
Class 4	Week 2: Consumer Knowledge I - Memory Systems ·Familiarity and expertise in consumer decision-making
Class 5	Week 3: Consumer Knowledge II - Schema and Knowledge Errors ·Schema congruity and incongruity effects
Class 6	Week 3: Consumer Knowledge II - Schema and Knowledge Errors ·Memory errors and their implications in consumer behaviour
Class 7	Week 4: Consumer Inferences and Decision-Making ·Category-based inferences
Class 8	Week 4: Consumer Inferences and Decision-Making ·Causal inferences and biases ·Cognitive illusions, including the framing effect
Class 9	Week 5: Emotions in Consumer Behaviour I ·Basics of emotions: Affect, mood, and emotion

Class 10	<p>Week 5: Emotions in Consumer Behaviour I</p> <ul style="list-style-type: none"> ·Role of positive and negative emotions in influencing decisions
Class 11	<p>Week 6: Emotions in Consumer Behaviour II</p> <ul style="list-style-type: none"> ·Emotional responses to marketing strategies
Class 12	<p>Week 6: Emotions in Consumer Behaviour II</p> <ul style="list-style-type: none"> ·Negative state relief and emotional congruence
Class 13	<p>Week 7: Mid-Term Exam</p> <p>(1) Exam revision and Group presentation preparations (due week 12)</p>
Class 14	<p>Week 7: Mid-Term Exam</p> <p>(2) Exam</p>
Class 15	<p>Week 8: Environmental Psychology I</p> <ul style="list-style-type: none"> ·Mehrabian-Russell Model: Exploring the effects of environmental stimuli
Class 16	<p>Week 8: Environmental Psychology I</p> <ul style="list-style-type: none"> ·Influence of music, scent, and lighting in consumer settings
Class 17	<p>Week 9: Environmental Psychology II</p> <ul style="list-style-type: none"> ·Touch and haptic perception in consumption
Class 18	<p>Week 9: Environmental Psychology II</p> <ul style="list-style-type: none"> ·Social and informational stimuli in servicescapes
Class 19	<p>Week 10: Consumer Motivation</p> <ul style="list-style-type: none"> ·Basic motivation theories, including Expectancy-Value Theory
Class 20	<p>Week 10: Consumer Motivation</p> <ul style="list-style-type: none"> ·Self-regulation and goal-directed behaviours in consumer contexts
Class 21	<p>Week 11: Consumer Identity I</p> <ul style="list-style-type: none"> ·Self-identity and William James' s empirical self
Class 22	<p>Week 11: Consumer Identity I</p> <ul style="list-style-type: none"> ·Brand-as-person framework and its applications

Class 23	Week 12: Group Presentations
Class 24	Week 12: Group Presentations
Class 25	Week 13: Consumer Identity II ·Self-discrepancy theory and its link to consumption behaviours
Class 26	Week 13: Consumer Identity II ·Social identity theory and cultural influences on self-construal
Class 27	Week 14: Evolutionary Psychology I ·Darwin' s Theory of Evolution and survival drives in consumption
Class 28	Week 14: Evolutionary Psychology I ·Sexual selection theory: Intrasexual competition and mate choice ·Parental investment theory and its implications for consumer behaviour
Class 29	Week 15: Mate Attraction and Consumer Behaviour ·Costly signalling theory: Consumption as a signal of traits
Class 30	Week 15: Mate Attraction and Consumer Behaviour ·Risk-taking behaviours, beautification, and mate attraction